



City of St. Louis Department of Health

FY2012

Contract Period: November 1, 2012 – June 30, 2013

REQUEST FOR PROPOSALS

APPLICATION MATERIALS

FOR

Health Education and Promotion Campaigns

RFP OPENING DATE: August 16, 2012

RFP CLOSING DATE: August 31, 2012

**City of St. Louis Department of Health
Health Promotion, Education and Marketing
1520 Market Street, Room 4043
St. Louis, MO 63103
(314) 657-1485**

Note: If this RFP was downloaded from the City of St. Louis RFP Website each applicant must provide contact information to the RFP contact person in order to be notified of any changes in this RFP document.

NOTICE

BIDDER'S PRE-APPLICATION MEETING

FY2011
APPLICATION

Influenza Vaccination Promotion Campaign

ATTENDANCE RECOMMENDED
PLEASE RSVP

DATE: *Tuesday, December 23, 2011*

TIME: *2:00 P.M. - 3:00 P.M.*

CONTACT: Mr. Warren Nichols
City of St. Louis, Department of Health
Office of the Director and Commissioner
1520 Market Street, Room 4043
St. Louis, MO 63103
(314) 657-1485
NicholsW@stlouiscity.com

The City of St. Louis Department of Health Health Promotion, Education and Marketing

For

Health Education and Promotion Campaigns

The City of St. Louis Department of Health Request for Proposal application reflects the components each Proposer must address to demonstrate their expertise and capacity to successfully support influenza vaccine promotion campaign. Proposals must be submitted following the format requirements, address each of the application components, and contain all required attachments to be considered for review.

I. APPLICATION FORMATTING REQUIREMENTS

Request for Proposals (RFP) may be obtained beginning **August 16, 2012**, from Warren Nichols at the City of St. Louis Department of Health, Health Promotion, Education & Marketing Division, 1520 Market Street, Suite 4043, St. Louis, MO 63103, or downloaded from the St. Louis City website at <http://stlouis.missouri.org>., or by contacting Mr. Nichols at NicholsW@stlouis-mo.gov or (314) 657-1485.

All questions must be submitted in writing no later than **August 22, 2012** to Warren Nichols, Program Manager II, City of St. Louis Department of Health, 1520 Market Street, Suite 4043, St. Louis, MO 63103 by contacting him at NicholsW@stlouis-mo.gov or at (314) 657-1485. All questions will be addressed at the pre-application conference.

An original, five (5) paper copies bound, one (1) copy unbound and one (1) CD in Microsoft Word and/or Adobe Acrobat (.pdf) of the proposal must be submitted to the St. Louis Department of Health by **4:00 p.m. August 31, 2012**. ***Late or incomplete proposals will not be accepted.*** Proposers must adhere to the following:

- Applications must be in English
- Five (5) copies of the application must be bound; one (1) copy must be unbound
- Use 12-point font
- Use 8.5 by 11 inch white paper that can be photocopied
- Top, bottom, left, and right margins may not be less than one inch each
- Text may be either 1.5 or double spaced
- Each copy must contain a Table of Contents
- CD must be properly formatted and be able to be read by Department of Health computers using Microsoft Word 95, 97, XP or Adobe Acrobat (.pdf). ***CD must contain the same information as original paper copy, i.e., (draft RFPs and resulting contracts, draft participation agreements and sole source contracts, organizational chart, resumes of key staff, most current financial statement, documentation of not for profit status, letters of support, current business license, etc.).***

II. DESCRIPTION AND QUALIFICATION REQUIREMENTS

The City of St. Louis Department of Health is the local public health agency serving the City through its vision, mission, and values:

Our Vision

The City of Saint Louis will be a healthy environment where citizens realize their desire for longer, healthier and happier lives at home, at work and in their neighborhoods.

Our Mission

To assure a healthy community through continuous protection, prevention and promotion of the public's health. This is achieved by caring, qualified, culturally competent employees who are responsive and proactive to community needs.

Our Values

- **Professionalism** Assuring a qualified, accountable and skilled staff, grounded in the philosophy of customer service.
- **Quality** Providing our customers with excellence in care and services that is continuously improved.
- **Diversity**
Respecting and understanding differences, valuing the worth and dignity of each person and the importance of treating all people in a non-judgmental manner.
- **Collaboration**
Building and maintaining strategic alliances and working together with other organizations in order to assess and understand emerging public health needs within the community.
- **Confidentiality**
Providing services in a confidential manner.
- **Access**
Promoting access to health care services and reducing disparities in health outcomes for all citizens.
- **Advocacy**
Providing leadership that assures optimal health through education and the development of public health policies and programs, raising community awareness and promoting healthy lifestyles.
- **Teamwork**
Working together, everyone accomplishes more.

Basis of the Projects

The Department of Health has made inroads in areas related to public health for residents of St. Louis through on-going programs. The incorporation of the successful focus group strategy utilized with the on-going Vaccination Campaign, in future health promotion marketing programs and projects, will allow the DOH to have continued program development and enhancement of current programs and new pilots such as the Men's Health Project. Current strategies realized 3.75 million impressions for our Small Changes campaign to improve our message penetration over previous years.

St. Louis City Department of Health (DOH) experienced low participation in targeted health activities. The DOH is interested in influencing and increasing targeted community engagement to mobilize participation in health improvement activities through the utilization of a community focus group design to identify problems, issues, and barriers to engagement and participation. The focus groups would provide information to be analyzed and used to develop an enhanced communications/marketing campaign to increase awareness and influence improved health activity participation rates.

Qualifications:

At this time the City seeks to contract with a community partner for campaign services. The contractor will be tasked with producing and managing multiple campaigns including the following:

Expansion of current program Good 4 U! which would involve:

- A. Produce two Good 4 U! segments, ½ hour shows. Produce marketing materials. Develop and Implement online distribution strategy
- B. Continue the development and implementation marketing strategy to brand the Health Institute and the Let's Move StL program that will include: Website expansion with content management, branding strategy, and promotional materials.
- C. Development of Phase One of At Risk Awareness Campaign. Develop Extended PSAs to include 10 – 15 min video modules for violence, asthma, immunizations, pet ownership, and nutrition. Develop promotional materials and implement online distribution strategy.

A Men's Health Project Campaign will be developed based on public input on the importance of focused gender specific health programs to effectively address gender specific health issues through:

- A. Develop a focus group design and conduct 8-10 focus group sessions in the community in collaboration with the DOH.
- B. Analyze the data and information from the focus groups to identify issues and barriers to create an enhanced community communications/marketing campaign with benefit-driven messaging.
- C. Develop an integrated targeted marketing strategy for each specific niche market utilizing both online and offline tactics that is repeatable, scalable, and flexible enough to be implemented with strategic modifications for other programs. To include a social media strategy (i.e. website and other social media interfaces).
- D. Develop plan for a health event based on community input.

The preferred starting date of this contract is Nov 1, 2012 for a nine (9)-month term ending June 30, 2013. All work and services will be performed during the hours agreed upon by DOH and the contractors(s).

Evaluation Criteria: Proposal submissions will be evaluated and selection based on the responses received to the project abstract and program narrative. Evaluation criteria and points assigned are described in Section VI below.

III. PROGRAM NARRATIVE (Maximum of 20 1.5-line or double-spaced pages)

The program narrative should be a minimum of two pages and a maximum of 20 1.5-line or double-spaced typewritten pages numbered consecutively. Proposers must respond to each of the required narrative proposal components (IV A-E). The order of the responses must follow exactly the order provided below. The Proposer's primary response should be included in the body or text of the submitted proposal. The response to proposal components may not consist solely of references to attached materials. This is not to say that Proposers may not attach documentation or material to demonstrate capacity or prior projects, but the response must not consist exclusively of attached material.

Proposals should indicate how they would work in collaboration with the City DOH and other community partners and specify the following:

A. General Capability of the Applicant

Describe the organizations overall mission and scope of services and the capabilities in working with Public Health issues.

B. Schedule

Provide evidence that the organization could complete the project between November 1, 2012 and June 30, 2013.

C. Marketing

Provide evidence that the organization has the capability of developing an integrated targeted marketing strategy for each specific niche market utilizing both online and offline tactics that are repeatable, scalable and flexible enough to be implemented with strategic modifications for other programs.

D. List of Current Clients/Collaboration and History of Related Experience

1. Provide a written list of current community partners the organization is engaged with and the nature of the partnership.
2. Describe the organizations experience in working with community partners collaborating on Public Health issues.

IV. BUDGET AND FINANCIAL DATA

Budget Narrative and Budget

1. Describe the costs associated with implementing a influenza vaccination promotion campaign.
2. **Supporting Documentation:** Please attach the following documentation:
 - a. Listing of governing body members and officers, as applicable.
 - b. Most recent audited financial report. Report must be from within the previous three years.
 - c. Not-for-Profit organizations should attach evidence of 501 (c) 3 status which includes all of the following documents:

- IRS Tax Determination Letter
 - Articles of Incorporation
 - Organizations Bylaws
- d. The successful bidders must obtain and maintain a current business license and pay all applicable taxes to the City of St. Louis.
 - e. M/W/DBE Participation: It is the policy of the City of St. Louis to address the effects of identified discrimination against minority business enterprises and women's business enterprises within its jurisdiction. Contractual services shall be allocated according to the policy. The method that the city shall employ to implement that policy is the establishment of a goal of at least 25% minority business enterprise participation and at least 5% women's business enterprises participation in contracts and purchases wherein City funds are collected or expended. Please provide information on minority and women enterprise participation in your company.
 - f. Living Wage Requirements: Proponents are hereby advised that the St. Louis Living Wage Ordinance #65597 and associated Regulations apply to the service for which proposals are being sought herein. This Ordinance requires that, unless specific exemptions apply, all individuals who perform work pursuant to a contract executed between the successful proponent and the DOH must be paid a minimum of the applicable Living Wage rates set forth in the attached Living Wage Bulletin, and, if the rates are adjusted during the term of the contract pursuant to the Ordinance., applicable rates after such adjustment is made. Each proponent must submit the attached "Living Wage Acknowledgement and Acceptance Declaration" with the proposal will result in rejection of the proposal. A successful proponent's failure to comply with contract provisions related to the Living Wage Ordinance may result in termination of the contract and the imposition of additional penalties as set forth in the Ordinance and Regulations.

Copies of the Ordinance and Regulations are available upon request from The Department of Health, or can be accessed at <http://www.mwdbe.org/livingwage> . A copy of the Living Wage Bulletin now in effect is found at Attachment B.

V. EVALUATION CRITERIA

The RFP will undergo the following evaluation process. The DOH, in association with an independent review panel, will evaluate the proposal using the above criteria and provide recommendations to the DOH Professional Service Agreement Committee (PSA), established under City of St. Louis Ordinance 64102. The PSA Committee will evaluate and make selection based on the responses received to the project abstract and program narrative. The total points possible are 100, awarded as follows:

A. General capability of the applicant	30 Points
B. Schedule	20 Points
C. Marketing	25 Points
D. List of current clients and collaborations	10 Points
E. Budget and financial	15 Points
Total	100 Points

VI. RFP TERMS

A. The City reserves and may exercise one or more of the following rights and options regarding this RFP:

- To reject any and all bids, to seek additional bids, to enter into negotiations and subsequently contract with more than one Bidder at any time during the process.
- To evaluate separately the individual components of each bid such as any proposed subsystem, product or service, and to contract with such Bidder for any individual component.
- To cancel or withdraw this RFP without the substitution of another RFP or alter the terms and conditions of this RFP.
- To modify specific terms and conditions in this document prior to execution.
- The City reserves the right to renew the contract for an additional one year term for up to two consecutive years.

B. Contents of Proposals: All materials submitted in accordance with this RFP will become and remain the property of the City and will not be returned. All Proposals shall be considered public records, but may be deemed and treated as closed or exempt by the City Counselor's Office, at the sole discretion of the City Counselor's Office, pursuant to the City's understanding and interpretation of the laws of the State of Missouri. All Proposal material may be treated as open records. The City cannot guarantee confidentiality of any materials during the evaluation process or at any other time. Thus, Proposals and communications exchanged in response to this RFP should be assumed to be subject to public disclosure.

APPLICATION COVER SHEET

City of St. Louis Department of Health
Health Promotions, Education & Marketing
1520 Market Street, Room 4043
St. Louis, MO 63103
(314) 657-1485

Health Promotion Campaign

Program/Organization Name: _____

Contact and Address: _____

Telephone #: _____ Fax: _____

Email Address: _____

Attachment B

ST. LOUIS LIVING WAGE ORDINANCE

LIVING WAGE ACKNOWLEDGMENT AND ACCEPTANCE DECLARATION
(To be completed by each respondent to a bid/proposal solicitation when that solicitation has included Living Wage Advertisement/Solicitation Language.)

CONTRACTING AGENCY: _____

AGENCY CONTRACT NUMBER: _____

DATE: _____ **PREPARED BY:** _____

PREPARER'S TELEPHONE NUMBER: _____

PREPARER'S E-MAIL ADDRESS: _____

PREPARER'S CELL PHONE NUMBER: _____

PREPARER'S ADDRESS AND ZIP CODE: _____

As the authorized representative of the above-referenced bidder or proponent, I hereby acknowledge that the bidder/proponent understands that the contract or agreement that will be executed with a successful bidder/proponent pursuant to this solicitation is subject to the St. Louis Living Wage #65597 and the Regulations associated therewith. The bidder/proponent hereby agrees to comply with the Ordinance and the associated Regulations if awarded a contract pursuant to this solicitation. I am authorized to make the above representations on behalf of the bidder or proponent.

AUTHORIZED REPRESENTATIVE CERTIFICATION:

_____ (Signature)

NAME: _____

TITLE: _____

DATE: _____